



Division of Advertising Practices

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

October 4, 2006

VIA ELECTRONIC FILING

Honorable George A. O'Toole, Jr.
United States District Court
District of Massachusetts
John Joseph Moakley U.S. Courthouse
1 Courthouse Way
Boston, MA 02210

Re: Federal Trade Commission v. Direct Marketing Concepts, Inc., et al.,
Docket No. 04-CV-11136-GAO

Dear Judge O'Toole:

Attached for the Court's consideration please find a Memorandum Opinion and Order recently issued by Magistrate Judge Morton Denlow in the matter of *FTC v. QT, Inc., et al.*, No. 03-3578 (N.D. Ill. Sept. 8, 2006). The *QT, Inc.* case involved health-related claims and issues of advertising interpretation similar to those present in the matter of *FTC v. Direct Marketing Concepts, Inc., et al.*, currently pending before the Court.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Glennon", written over a horizontal line.

Edward Glennon

Attachment

cc: Peter S. Brooks, Esq.
Christopher F. Robertson, Esq.
Joseph Ryan, Esq.
Sage International, Inc. (for BP International) (via Fed Ex)